

Time (3)

MARLBORO COUNTRY STORE WEEK RETAIL EVALUATION FORM

STORE NAME Sunny's
 STORE ADDRESS Boston Heights, MA
 TRADE CLASS _____
 CPW _____
 RETAIL MASTERS _____
 SUPPLIED BY _____
 SPACE ID _____

For each of the Marlboro packings listed below, estimate the percent of inventory with MAT Mile UPC's or the existence of an out-of-stock (including CS or MAT product).

	MAT MILES (% OF INVENTORY)				OUT-OF-STOCK
	<25%	25-50%	+50%	(w/?)	
MARLBORO FF KSF SP	7	3	-	7	2
MARLBORO FF KSF BOX	12	4	-	1	2
MARLBORO LTS KSF BOX	12	1	-	1	-
MARLBORO MED KSF BOX	12	1	-	3	1
MARLBORO LTS KSF MEN BOX	12	-	1	-	-
MARLBORO MED 100'S SP	3	1	-	3	4

Indicate the presence of each of the following CS POS materials (at completion of store visit).

WINDOW POSTERS	111	8	DANGLER	1
OVERHEAD PACK MERCHANDISER		1	COUNTER BALANCE OVERLAY	1
CATALOG TAKE-ONE BOX			VINYL BANNER	3
CHANGE MAT	11	4	PENNANT ROPE	-
2-SIDED STATIC CLING	11	3	MOBILE	1
FLOOR DISPLAY	11	1	ANY CATALOGS	1
COUNTER DISPLAY	11	2	ENCODED CATALOGS	3
WINDOW POSTER	111	4	OTHER	3

n = 19

15 ANY CS

Please note any additional comments/observations including competitive response, retail compliance, retailer & consumer comments etc...

- Canned 2 pk coolers common
- POS did not arrive at retail
- 5/10/12 for displays did not arrive
- Catalogs - pos or display arrived at retail
- Plan - Masters were not in house
- Floor books - good but slow

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